

ABSTRAK

Penelitian ini bertujuan untuk menguji seberapa besar Pengaruh Kualitas Pelayanan, Suasana (*Store Atmosphere*) dan Promosi Media Sosial terhadap Keputusan Pembelian (Studi kasus pada warung kopi tuan malam di Kota Tegal). Jumlah sampel penelitian yang digunakan sebanyak minimum 190 orang responden. Metode pengumpulan data yang digunakan adalah *survey*, instrumen penelitian ini adalah kuisioner. Metode analisis data yang digunakan adalah analisis deskriptif dan hipotesis diuji menggunakan *Structural Equation Model* (SEM) dengan proses Smart-PLS (*Partial Least Square*) program. Hasil Penelitian ini menunjukkan bahwa variabel Kualitas Pelayanan positif signifikan terhadap keputusan pembelian, Suasana (*Store Atmosphere*) positif signifikan terhadap keputusan pembelian dan Promosi Media Sosial positif signifikan terhadap keputusan pembelian.

Kata kunci: Kualitas Pelayanan, Suasana (*Store Atmosphere*), Promosi Media Sosial, dan Keputusan Pembelian.



ABSTRACT

This study aims to examine how much the Influence of Service Quality, Atmosphere (Store Atmosphere) and Social Media Promotion on Purchasing Decisions (Case study at a night lord coffee shop in Tegal City). The minimum number of research samples used was 190 respondents. The data collection method used is a survey, this research instrument is a questionnaire. The data analysis method used is descriptive analysis and hypotheses are tested using the Structural Equation Model (SEM) with the Smart-PLS (Partial Least Square) program process. The results of this study show that the variables of Service Quality are significantly positive for purchasing decisions, Store Atmosphere is significantly positive for purchasing decisions and Social Media Promotion is significantly positive for purchasing decisions.

Keywords: Service Quality, Store Atmosphere, Social Media Promotion, and Purchase Decision.

